

TENNIS EAST GIPPSLAND

2009 COUNTRY CONFERENCE

21st May 2009
10 am to 3 pm

INTERPRETATIVE SUMMARY

(Not including General Workshop)

Welcome – Ian Clark CEO

Tennis Victoria (“TV”) is providing the most robust tennis network in Australia – it’s a real tennis community.

Short term concentration has to be on the “intent and pro-activity of clubs” in terms of programs offered and competitiveness in many forms.

Country affiliations remain stable overall, however, metropolitan affiliations have declined which is quite disturbing ([sic] – clubs offering competitions to non-members such as night competitions).

The question is with so many worthwhile programs why isn’t the message getting out? A recent study shows there are 230,000 players enjoying a game of tennis, but only 90,000 are affiliated with TV.

This means there are 140,000 players enjoying the “free ride”.

GOALS

Programs

TV provides 11 separate and distinct programs involving 60,000 individual users –

- Mums Program (1,000+ participants)
- Tennis in Schools (44,000+ participants)
- Seniors Program
- Tennis Enquiries (350 calls per month)
- Advocacy (water issues, commercial community leasing)
- Player Development (TV performing well above its weight)
- Coaching Network Programs
- Court Development Grants
- Facility Loans Scheme
- Pennant
- Tournament Schedule

The target is 80,000 individual users next year.

TV wants to continue its practice of affiliation through clubs, although individual affiliation is accepted (eg: for tournament only players), because clubs are where the “conversion rate” from player to coaching to club member occurs.

Facilities Master Plan “In Process”

In each individual instance, TV is engaging three stakeholders –

State Government

Clubs

Local Government – identifying:

- Demographic growth factors effecting the local area (to be provided to the club)
- How are necessary changes going to be installed

The Process will be conducted through the club by looking at management aspects and grant opportunities.

TV will no longer accept the rhetoric of “What will TV do for me”. TV is already doing it, and will approach the future, through Regional Councils and clubs, as “What can you do for TV”.

Summary

TV will increase its already well founded communications to the tennis playing public to “get the word across”.

VicHealth Support – Shelley Maher

A very informative presentation of VicHealth's involvement in the support of tennis was delivered.

In terms of new programs, of particular interest was tennis for the sight impaired and blind persons.

TV will make the presentation available to Regional Councils to distribute to affiliates.

Tennis Operations – Nick Hinneberg

Junior Regional Cups

Overseen by Jason Simmonds, TV is aware of:

- Varying selection processes from Region to Region;
- Kids now definitely have an affinity to the game through these events;
- A trend towards Region's selection of players at the younger end of an age group;
- The desire to have the 17/U Country Cup in 2010;
- The general reluctance of coaches to recommend JRCs¹ in favour of OJTs² / NOTs³.

¹ Junior Regional Cups

² Optus Junior Tour Events

³ National Open Tournaments

TV wants coaches to change their outlook to recommend JRCs to pupils. Players will have one opportunity to represent their Region in this way, but there are over 55 points tournaments. For the benefit of players, clubs and regions, surely adequate and proper planning can be done by the coach to enable representation.

Overriding advantages of participating in JRCs include TV talent identification and potential direct access to the High Performance Academy ("HPA"), neither of which occur with OJTs or NOTs.

The following table demonstrates the comparisons:

Feature	OJT / NOT	JRC
AR Points	Y	N
Number	55+	8 (1 per player)
Team	N	Y
Access to HPA	N	Y
No. of matches	Min 2	Min 5
TV recognition	N	Y
Event support	N/A	First Aid
Prize packs	N	Y
Duration	3-5 days	2 days

Regional Squads

Overseen by Matt Gregory, Regional Squads are now available to Regional Councils in partnership with TV.

The Program is supported by TCAV who, in turn, will encourage coaches to support it.

These will add to the Player Pathway beyond the club level –

- Supporting regional competitions/events/pennants
- Providing further feeder opportunities;
- Will be a feeder to existing Regional Sports Academies

Inter-Regional Championships

Overseen by Christine Larkin, TV intends to make this prestigious event more engaging for players.

New Tournament Planner (TP) Software

TMS software is to be replaced from 1st July 2009. The first training sessions have been conducted, and further sessions will be rolled out in time to accommodate upcoming tournaments.

Scheduling of these sessions should be sent out over the next two weeks.

Junior Masters Circuits

Goulburn conduct their summer circuit along similar lines to ours with four lead-in tournaments, however, they have the luxury of having nine suitable venues, to which they rotate events on a predetermined fixture.

They have come up with an innovative way of ensuring attendance at their Regional AGM. Where a representative is not present at the AGM, that club misses out on their next Lead-in tournament.

Regional Development Program

Regional Development Officer (RDO) Program

Verbal reports were presented on the following highlights –

- Hot Shots Challenges – Julie Glynn (East Gippsland);
- Multi-Cultural New Arrival Program – Patrick/Barry (GippSport Gippsland);
- Mums Program / Tennis in Schools – Rob Urquhart (Gleneleg)
- Communications – David Quinn (Goulburn)
- Club Development / Sports Cafes / Workshops / Grant Opportunities – Anna Brown (Barwon)

New Initiatives

- Regional Development Grant Pool - will increase from \$2,000 to \$2,500 in the coming year. Sustainable initiatives will become the order of the day, as opposed to past one-off programs.
- Regional Communications - Regional Councils will be assisted to set high end goals **with** RDOs, with the support of associations and clubs, leading to 1, 2 and 3 year RDO Plans.
- Review of Club Visits and Forums.
- New VCTA Conference – details to be provided to clubs.
- Regional Council Grants
- Regional Local Government Association Study

RDO Plans must include participation, and then two of communication, club development, region/council image, junior competitions/tournaments.

Regional Sports Network Victoria

GippSport presented www.sportslink.org.au a sport and recreation network of many sports.

Initiated by At Leisure Network, the aim is to collate and coordinate sport, local government and census information, in terms of relevant demographics to assist development of participation programs, raw data to assist facilities planning, and assist in engaging growth segments in the Regions.

Affiliation / Membership

New Membership IT database software is soon to be released. It is currently used by Golf and Athletics and will allow online payments and streamlined tournament entries. Information will be circulated to clubs very soon.

Single Affiliation

Next year's affiliation will rise from \$22 to \$24 per single person.

New Family Affiliation Category

In keeping with TVs desire to attract families to tennis, a family affiliation is to be introduced.

Whilst the final terms are to be passed at the next TV Council meeting, it is likely to cost \$72 for a bona fide family arrangement.

John Glynn
President Tennis east Gippsland
24/5/09